

Talbot County Tourism Board
Meeting Minutes
Wednesday, May 10, 2017
8:30 a.m.
215 Bay Street, Conference Room #1, Easton, MD 21601

I. Call to Order

Vice Chairperson Kimberly Weller called the meeting to order at 8:32 a.m.

Board Members Present: Kelley Cox, Angela Eade, Ian Fleming, Tracy Johns, Dolores Jones, Harold Klinger, Jeff Schneider, Al Silverstein, Cassandra Vanhooser, and Kimberly Weller

Board Members Calling In: Judy Bixler

Board Members Absent: John Booth, Laura Price

Recording Secretary: Candace Harris

Economic Development Representatives: Samuel Shoge, Ryan Snow

II. Approval of Minutes

Minutes from the April meeting were presented. Harold Klinger moved to accept the minutes as written. Kelley Cox seconded the motion, which passed by unanimous vote.

III. New Business

Travel Guide: Ms. Vanhooser distributed copies of the official 2017-2018 Talbot County Travel Guide. She says that she is very proud of how the guide turned out and very pleased with the dual cover. Ms. Vanhooser feels that we still struggle with diversity in the images, but overall, loves the look of the guide. She mentioned to the Board that her staff had called and emailed every entry to verify their information. Mr. Shoge praised the guide, saying that it surpasses most of the county guides he has seen. Ms. Vanhooser stated that we have a great partnership with *Chesapeake Bay Magazine*, our freelancers, and our graphic arts team. Ms. Eade said that she liked the glossy look. Printed copies of information are still requested from people who are traveling. A question was asked about how much of your budget is print. Ms. Vanhooser stated that approximately 20% of her budget is print. She said that the state has incentives to do print co-ops that generate leads. Articles are still coming in from MATPRA. Ms. Johns said that CBMM earned media has expanded because of MATPRA.

Frederick Douglass 2018: The State of Maryland has announced they will commemorate the 200th anniversary of Frederick Douglass's birth on February 14, 2018. They will also be having events throughout the year. Ms. Vanhooser has contacted the Frederick Douglass Honor Society and Richard Marx and suggested that we make 2018 the year of Frederick Douglass. She is trying to get estimates to get the Frederick Douglass Driving tour as an app. The tour is already posted on the Talbot County Tourism website. Ms. Cox said the driving tour is very hard because you don't get to see anything. Ms. Cox also suggested that Ms. Vanhooser reach out to Bethel and Asbury churches. She also said that Beth Hansen was a great resource. Ms. Vanhooser also noted that Frederick Douglass's great-great-grandson Kenneth Morris was here for four days at the Tidewater Inn to discuss the planning of a major motion picture about Frederick Douglass. He is also working on a book project where he will be giving away copies of the Frederick Douglass narrative to students around the world and in Talbot County. She said that we are very fortunate to be a part of the Maryland project. Ms. Johns said that she would link the brochure on the Mitchell House page.

TV Pilot: Paramount Pictures will be filming a couple of scenes for an Amazon pilot show about the Jack Ryan character from the Tom Clancey book series. One scene will take place at the Easton Airport and the other will be shot at the intersection of Harrison and Dover. Ms. Vanhooser met with the location manager Peggy Pridemore and showed her around Talbot County. Ms. Pridemore loved the county and talked the directors into shooting scenes here. Mr. Schneider asked how long Ms. Vanhooser had known about the shoot. She said she found out about the downtown Easton shoot exactly one week before it was to take place.

IV. Old Business

Business Appreciation Breakfast: Mr. Snow reported that the Business Appreciation Breakfast was a great event and a day to celebrate businesses in Talbot County. He said people were blown away by the businesses honored. The Lieutenant Governor spent the rest of the day in Talbot County. He did a radio interview and a newspaper interview. Talbot County received a lot of press regarding this event. Ryan also stated that feedback about the change in venue to the Milestone was very positive.

Town Listening Session: Mr. Shoge reported that the economic development team held its last listening session on Tilghman Island. Attendance for this meeting was very good. Planning and zoning problems were one of the issues discussed. Tilghman Island residents feel like it is too hard to do business in Talbot County. They also repeated some of the issues from the other towns, including availability of workforce, affordable housing, and broadband. Mr. Shoge also reported that Scott Warner of the Mid-Shore Regional Council suggested a listening session with high school seniors. Mr. Shoge said that we have to make sure our high school and local college students know there are opportunities on the Eastern Shore.

V. Town Reports

Representatives from each of the towns reported on news and events taking place in their jurisdictions.

VI. Next Board Meeting

The next board meeting is scheduled on Wednesday, June 14, 2017, at 8:30 a.m.

X. Adjournment

Tracey Johns motioned for adjournment and Ms. Cox seconded. The meeting adjourned at approximately 9:35 a.m.